19. National organizations need to make more concerted efforts to strengthen the interagency councils which serve in most states and many large communities as focal points for smoking and health activities.

20. Social, religious, cultural, service, and professional groups can provide a forum for transmitting information about smoking to their membership, and it is recommended that steps be taken to provide program ideas for such organizations.

21. Research shows that wives can play a significant role in helping their husbands stop smoking. It is recommended that local wives' groups be formed to learn ways of helping husbands who want to stop smoking. Similar organization of pregnant women who wish to decrease the health risk by stopping smoking would be highly beneficial.

22. It has been estimated that of the 48 million current smokers, 40 million have expressed some concern about their smoking habit. Any intervention process that deals with 40 million smokers must be one that can be used with large groups. The National Clearinghouse for Smoking and Health believes that it has developed a promising procedure through its "Insight Development" research. The Task Force recommends that high priority be assigned to the rapid development, evaluation, and application of this process.

Development of Less Hazardous Cigarettes and Ways of Smoking

Since some people will continue to smoke, the Public Health Service must give them as much protection as there is available, at the same time making it clear that the only sure protection is not to smoke. To this end, the Service should work with Congress, the Federal Trade Commission, and with media groups to establish responsible advertising guidelines which will permit manufacturers to advertise and promote less hazardous cigarettes more effectively.

Recommendations

23. In order to provide leadership to the private community, those who sell cigarettes on government property should favor the purchase of brands which are less hazardous, consonant with providing the customer with a reasonable choice of brands.

24. The Public Health Service should take major responsibility in publicizing the Federal Trade Commission's forthcoming tar and nicotine ratings and such other information as will tend to reduce the hazards of smoking.

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Source: https://www.industrydocuments.ucsf.edu/docs/hymk0000

25. The Public Health Service, in consultation with its various advisory groups and with the Lung Cancer Task Force, should work to establish criteria for low tar and nicotine cigarettes; criteria for the possible hazards of other substances in tobacco smoke; and criteria for the effectiveness of filter devices. Testing facilities for such products should be available within the Federal establishment.

Summation

But for the complexity of the problems inherent in abstention from smoking, the Task Force recommendation would have been simple and direct. Since such a recommendation -- the cessation of smoking -- which at present is the only protection against cigarette-related disease, is not heeded by nearly 50 percent of our population, any realistic plan must inevitably be complex. Despite its difficulties, such a plan requires immediate implementation.

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Source: https://www.industrydocuments.ucsf.edu/docs/hymk0000